



McKinney Community Development Corporation Final Report – May 2026

Organization: ManeGait

Funding Amount: \$10,000

Promotional or Community Event Grant: 2026 ManeGait LIVE! – Country Fair and Concert

Event Date: May 30, 2026

Event Location: 402 East Louisiana Street, McKinney, TX 75069

Mailing Address: 4261 E. University Dr. #30-253 Prosper, TX 75078

Project Overview

Mission: At ManeGait, children and adults with disabilities move beyond their boundaries through the healing power of the horse and the dedication of a professional and caring community.

Founded in 2007 by business and community leaders Bill and Priscilla Darling and their daughter, Landon Darling Schneider, ManeGait has had the privilege of serving North Texas for over 19 years.

As a nonprofit organization, ManeGait's stewardship, business leadership, and community support have become the foundation for our center's growth and longevity. At the same time, proven program outcomes have led to a high demand for our services, creating ongoing opportunities to collaborate, innovate, and improve.

ManeGait received a \$10,000 MCDC Promotional / Community Event Grant in support of **marketing and promotion** for the **2026 ManeGait LIVE event** on Saturday, May 30. The event was held at TUPPS Brewery's new location, while the Beacon Project construction is underway at ManeGait. All proceeds benefit ManeGait's therapy programs serving our special needs riders.



Goals and Objectives

Major Goals of this Event

1. To raise financial support for ManeGait programs, which increases the quality of life for adults and children with disabilities.
2. To raise awareness of ManeGait programs and increase community involvement as clients, volunteers, donors, and sponsors.
3. To support the local community by promoting local businesses and providing a family-friendly activity for residents of McKinney and the surrounding areas.

Event Offering and Schedule

Country Fair (Noon – 6 PM) FREE ADMISSION FOR ALL AGES

Activities: • Inflatables • Face Painting • Carnival Games • Petting Zoo • Craft Corner • Axe Throwing • Climbing Wall • Mechanical Bull Riding • Euro Bungee

Food & Drink for Purchase: • TUPPS Kitchen • Kona Ice • Fresh Mex Food Truck • Drip-n-Roll • Crunchies • DonutNV • Twin Stacks BBQ • Beer & Wine

LIVE Concert & HippieFest coordinated by Maylee Thomas and Texas Homegrown Music.

Bands & Showtimes:

- **Songbird Jones** 12:00 PM - 1:00 PM
- **The Imaginaries** 1:00 PM - 1:30 PM • 2:30 PM - 3:00 PM • 4:00 PM - 4:30 PM
- **Maylee Thomas Band** 1:30 PM - 2:30 PM
- **TexPats** 3:00 PM - 4:00 PM
- **Sour Bridges** 5:00 PM - 6:00 PM



Financial Report

Below are the projected and actual budgets from ManeGait LIVE at the 'Gait.
2026 ManeGait LIVE – Country Fair and Concert Budget

Income Sources	2026 Budget	2026 Actuals
Sponsorship Totals	\$195,500	\$136,000*
Raffle/Donations	\$9,500	\$1,733
Total Income	\$205,000	\$137,733
Total Expenses	\$71,737	\$46,158
Net Revenue	\$133,263	\$91,575
ROI	187%	198%

**We had a few donors defer sponsorships to ManeGait's Gala this year, which reduces sponsorship totals. As a result, we decreased expenses to protect ROI.*

Below is a breakdown of all promotional and event costs associated with the 2026 ManeGait LIVE.

	Expense	Amount
1	Meta (Facebook/Instagram) Ads – Content Boosts	\$773.36
2	Meta (Facebook/Instagram) Ads – Content Boosts	\$900.00
3	Meta (Facebook/Instagram) Ads – Content Boosts	\$900.00
4	Meta (Facebook/Instagram) Ads – Content Boosts	\$900.00
5	Meta (Facebook/Instagram) Ads – Content Boosts	\$900.00
6	Meta (Facebook/Instagram) Ads – Content Boosts	\$900.00
7	Meta (Facebook/Instagram) Ads – Content Boosts	\$355.22
	Total Meta Ads – Content Boosts	\$5,628.58
8	UPS – 100 Posters	\$84.00
9	Community Impact – Website & Email Ads	\$950.00
10	KLAK Radio Ads	\$1,190.00
11	KHYI - 40 ads, on location broadcast	\$2,200.00
		\$10,052.58

Performance against metrics outlined in application

1. Raise financial support

- Gross event revenue (targeted at \$205,000; **actual \$137,733**)
- Net event revenue (targeted at \$133,263; **actual \$91,575**)

2. Raise awareness

- Number of social media posts / impressions:
 - Total of 8 posts on social media.
 - Collectively, 800K impressions.
 - 125% increase in interest from 2025 to 2026 Facebook Event

May 2026



Sat, May 30
ManeGait LIVE! - Country Fair & Concert
 402 E Louisiana St Building 2, McKinney, TX 75069
 4,001 Interested

April 2025



Sat, Apr 26, 2025
ManeGait LIVE! - Country Fair & Concert
 TUPPS Brewery
 1,778 Interested

- Number of media mentions and advertisements
 - 100 Posters at 40+ local businesses
 - 36 – 60-second ads on 97.5 K-LAKE
 - 40 – 60-second ads on 95.3 KHYI The Range
 - 1 month digital advertisements on the website & 1 week of ad in the McKinney email newsletter – Community Impact
 - Collectively, 131.6K impressions
- Event Attendance (targeted at 2,600): TUPPS estimated there were over **3,500 attendees!**

3. Build community partnerships and promote local businesses. ManeGait LIVE was a terrific opportunity to feature and bring new guests to TUPPS Brewery. Other McKinney-based partners recognized and promoted at ManeGait LIVE include:

Encore Wire Corp
 Love Life Foundation
 Maylee Thomas Band
 McKinney Community Development Corporation

SouthState Bank
 SRS Raise the Roof Foundation
 Tomes Auto Group
 Tradition Homes

Thank you to the McKinney Community Development Corporation for grant funding in support of the 2026 ManeGait LIVE. We are grateful for MCDC's partnership with ManeGait and your ongoing support of our mission.

Join in. Mount up. Ride tall.



Sample of Marketing and Outreach

Website Banner



ManeGait
LIVE
AT THE GAIT

ManeGait.org/LIVE

SATURDAY
MAY 30

TUPPS BREWERY
402 E Louisiana St
McKinney TX



Country Fair & CONCERT

BENEFITING MANEGAIT

SPONSORED BY



Dallas General Office



McKINNEY COMMUNITY
DEVELOPMENT CORPORATION



love life
FOUNDATION

NOON - 6 PM FREE ADMISSION

INFLATABLES • CARNIVAL GAMES • PETTING ZOO
FACE PAINTING • AXE THROWING • CLIMBING WALL
CRAFT CORNER • FOOD TRUCKS • BEER & WINE
LIVE MUSIC • STILT WALKERS • AND MORE



BANDS & SHOWTIMES

12:00 PM	Songbird Jones	The Imaginaries
1:30 PM	Maylee Thomas Band	1:00 PM
3:00 PM	TexPats	2:30 PM
5:00 PM	Sour Bridges	4:00 PM

Event Poster

BENEFITING MANEGAIT



. SATURDAY .
MAY 30



TUPPS BREWERY
402 E LOUISIANA ST.
MCKINNEY, TX

MANEGAIT.ORG/LIVE



Country Fair & CONCERT

NOON - 6 PM FREE ADMISSION

- INFLATABLES • CARNIVAL GAMES • PETTING ZOO • FACE PAINTING
- AXE THROWING • CLIMBING WALL • CRAFT CORNER • FOOD TRUCKS
- BEER & WINE GARDEN • AND MORE!



PRESENTS



BANDS & SHOWTIMES

12:00 PM Songbird Jones

1:30 PM Maylee Thomas Band

3:00 PM TexPats

5:00 PM Sour Bridges

The Imaginaries

1:00 PM

3:00 PM

4:00 PM

LIVE MUSIC • STILT WALKERS

• HIPPIE COSTUME CONTEST

CRAFTS • LOCAL ARTISANS



Dallas General Office



OUR GENEROUS SPONSORS

Online Promotions



ManeGait created an event.

April 17 · 🌐

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SATURDAY
MAY 30

TUPPS BREWERY
402 E Louisiana St
McKinney TX

TUPPS
BREWERY

ManeGait.org/LIVE

NOON - 6 PM FREE ADMISSION

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Country Fair & Concert

BENEFITING MANEGAIT

NEW YORK LIFE
SPONSORED BY
Dallas General Office

MCDC
MCKINNEY COMMUNITY
DEVELOPMENT CORPORATION

TOMES
SUBARU

love life
FOUNDATION

Sat, May 30

ManeGait LIVE! - Country Fair & Concert

402 E Louisiana St Building 2, McKinney, TX 75069



ManeGait

Published by Mady White · Yesterday at 12:05 PM · 🌐

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Thank you to our amazing sponsors and everyone who came out for ManeGait LIVE! featuring HippieFest at [TUPPS Brewery](#)! We're so grateful for this wonderful community and can't wait to bring the fair back home to ManeGait next year after three years away. ❤️👏

Shout out to Maylee Thomas and [Texas Homegrown Music](#) for producing an incredible concert line-up.

Special thanks to [New York Life Dallas Fort Worth](#) and [McKinney Community Development Corporation](#).

[Brandon Tomes Subaru](#), [SRS Raise the Roof Foundation](#), [Love Life Foundation](#), [SOI Group, Inc](#), [SouthState Bank](#), [@encorewirecorp](#), [Tradition Homes](#) See less





ManeGait

Published by Mady White · April 17 ·

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FOOD. FUN. LIVE MUSIC. 🎵

Your May 30 plans just got better!

Join us for ManeGait LIVE! Country Fair and Concert at TUPPS Brewery 🍷

Noon to 6 PM. FREE Admission.

See you there! 🙌

Event Details - <https://www.facebook.com/share/14cpD5ENVis/>

Special thanks to [New York Life Dallas Fort Worth](#) and [McKinney Community Development Corporation](#)! [See less](#)



CI Morning Impact



Good Morning, McKinney!

11:25

LTE 95



COMMUNITY
IMPACT



SUBSCRIBE

Become an InCider >

The details

The venue will be situated on 46 acres located northeast of US 75 and SH 121, adjacent to the Sheraton McKinney Hotel.



Event Photographs











